

2. The method of Claim 1, wherein the advertising incentive is an entry into a game of chance.
3. The method of Claim 1, wherein:  
the viewer profile further includes advertising content viewing preferences of the viewer; and  
selecting the advertising content is based on the advertising content viewing preferences of the viewer.
4. The method of Claim 1, wherein:  
the viewer profile further includes a physical location of the viewer; and  
selecting the advertising content is based on the physical location of the viewer.
5. The method of Claim 1, wherein:  
the viewer profile further includes a language preference; and  
selecting the advertising content is based on the language preference of the viewer.
6. The method of Claim 1, the method further comprising:  
receiving a desired viewer profile from an advertiser;  
linking the desired viewer profile to a particular advertising content; and  
selecting the particular advertising content to send to the viewer upon matching the viewer profile to the desired viewer profile.
7. A method for incentive advertising, comprising:  
sending a viewer profile, the viewer profile including a viewer identification;

displaying advertising content, the advertising content selected based on the viewer profile; and receiving an advertising incentive.

8. The method of Claim 7, wherein the advertising incentive is an entry into a game of chance.

9. The method of Claim 7, wherein:

the viewer profile further includes advertising content viewing preferences of the viewer; and selecting the advertising content is based on the advertising content viewing preferences of the viewer.

10. The method of Claim 7, wherein:

the viewer profile further includes a physical location of the viewer; and selecting the advertising content is based on the physical location of the viewer.

11. The method of Claim 7, wherein:

the viewer profile further includes a language preference; and selecting the advertising content is based on the language preference of the viewer.

12. The method of Claim 7, the method further comprising:

receiving a desired viewer profile from an advertiser; linking the desired viewer profile to a particular advertising content; and selecting the particular advertising content to send to the viewer upon matching the viewer profile to the desired viewer profile.

13. A method for incentive advertising, comprising:  
receiving a desired viewer profile from an advertiser;  
linking the desired viewer profile to advertising content;  
receiving a viewer profile, the viewer profile including  
viewer identification, viewer advertising content viewing  
preferences, viewer language preference, and viewer  
physical location;  
selecting advertising content to send to the viewer upon  
matching the viewer profile to the desired viewer profile;  
sending the advertisement content for display to the  
viewer; and  
recording the viewer identification for entry into a game  
of chance.

14. A data processing system adapted for incentive advertising,  
comprising:  
a processor; and  
a memory operably coupled to the processor and having  
program instructions stored therein, the processor being  
operable to execute the program instructions, the program  
instructions including:  
receiving a viewer profile, the viewer profile  
including a viewer identification;  
selecting advertising content based on the viewer  
profile;  
sending the advertisement content for display to the  
viewer; and  
recording the viewer identification for awarding an  
advertising incentive.

15. The data processing system of Claim 14, wherein the  
advertising incentive is an entry into a game of chance.

16. The data processing system of Claim 14, wherein:  
the viewer profile further includes advertising content viewing preferences of the viewer; and  
selecting the advertising content is based on the advertising content viewing preferences of the viewer.
17. The data processing system of Claim 14, wherein:  
the viewer profile further includes a physical location of the viewer; and  
selecting the advertising content is based on the physical location of the viewer.
18. The data processing system of Claim 14, wherein:  
the viewer profile further includes a language preference; and  
selecting the advertising content is based on the language preference of the viewer.
19. The data processing system of Claim 14, the program instructions further including:  
receiving a desired viewer profile from an advertiser;  
linking the desired viewer profile to a particular advertising content; and  
selecting the particular advertising content to send to the viewer upon matching the viewer profile to the desired viewer profile.
20. A data processing system adapted for incentive advertising, comprising:  
a processor; and  
a memory operably coupled to the processor and having program instructions stored therein, the processor being

operable to execute the program instructions, the program instructions including:

receiving a desired viewer profile from an advertiser;  
linking the desired viewer profile to advertising content;  
receiving a viewer profile, the viewer profile including viewer identification, viewer advertising content viewing preferences, viewer language preference, and viewer physical location;  
selecting advertising content to send to the viewer upon matching the viewer profile to the desired viewer profile;  
sending the advertisement content for display to the viewer; and  
recording the viewer identification for entry into a game of chance.

AI 21. (New) The method of claim 1, wherein selecting advertising content further includes selecting advertising content based on a premium paid by an advertiser.

22. (New) The method of claim 7, wherein displaying advertising content further includes selecting displaying content based on a premium paid by an advertiser.

23. (New) The method of claim 13, selecting advertising content further includes selecting advertising content based on a premium paid by an advertiser.

24. (New) The data processing system of claim 14, wherein the program instructions for selecting advertising content further include